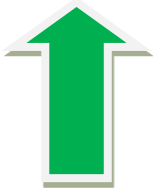


Town of Vail Economic Indicators Summary

(Based on data as of April 30, 2019)

INTRODUCTION: This summary is provided as a part of the Town of Vail 2019 Economic Development Strategic Plan and introduces a summary report of Vail Economic Indicators representing a winter 2018/2019 (November – April) seasonal view along with a more granular chart (attached). It is published twice annually as soon as practical after the data has become available, is limited in scope by the availability of data from secondary sources and is thought to be generally accurate but not independently verified.

Tourism



Vail's 2018/19 winter season experienced growth in most tourism indicators, which may be attributable to the high snowfall. During the 2018/19 winter season, Vail experienced an increase in occupancy (+7.1%) versus the 2017/18 winter season. Winter season occupancy remains down versus the pre "Great Recession" of 2008/09 season (-6.9%), while Average Daily Rate (ADR) has increased dramatically and is up (+30.4%). Year over year, however, ADR experienced a decline (-4.9%), resulting in a small increase (+1.9%) in revenue per available room (RevPAR) versus last season. This metric typically correlates proximate to Town of Vail's lodging tax collections; and town lodging tax collections are up (+10.2%) versus the prior winter season. Comparatively, other U.S. western mountain resorts (based on overall DestiMetrics industry data), increased in occupancy (+5.6%) and increased in rate (+1.0%) and achieved an increase in total RevPAR (+6.6%), which outperformed Vail's correlating metrics. Other metrics to note are snowfall, which saw a dramatic increase both on-mountain (+64.3%) and in town (+117.1%); following decreases experienced in the 2017/18 winter season of (-20.5%) on mountain and (-37%) in town. Parking in the Vail parking structures also saw an increase (+9.6%). Gasoline prices declined (-4.7%) following a (-3.2%) decline in the 2017/18 winter season, and tunnel traffic increased (+9.2%) following an (+10.6%) increase for the 2017/18 winter season. Eagle County Regional Airport saw a decrease in available seats/capacity (-6.5%) this season, while deplanements increased (+4.9%). A variety of special events took place during the winter months, with overall attendance and participation increasing over the prior year (+38.6%). Notable changes from last winter include an increase in attendance at the Taste of Vail (+366.7%), Spring Back to Vail (+91.4), Vail Yeti Hockey League (+40.5%), and Vertical Express / Ski for MS (+25.0%). Small declines in event attendance were noted for PINK Vail (-3.6%) and Burton US Open Snowboarding Championship (-1.4%). Event attendance reporting is now consistently being measured by a third-party research firm (RRC Associates), which is resulting in less dramatic increases/decreases in event attendance data from season to season.

Real Estate



This season's real estate indicators show both increases and decrease since last season. Number of Transactions (-6.6%) and Average Price per Square (-8%) both experienced decreases over last season. Additionally, the number of residential properties sold decreased (-8.1%) over last season. Total Gross Sales (inclusive of commercial sales) experienced a large increase (+7.9%) following a dramatic decrease (-25.4%) last year while Average Sale Price per transaction (+2.2%) also increased over last year. The number of commercial properties sold increased (+22.2%) over last year. These metrics reflect continued increased demand for Vail real estate and therefore increase purchase prices and property values.

Town Revenues



Sales Tax is segmented by business type (retail, lodging and food/beverage) and further broken down geographically by Vail neighborhoods. Excluding out of town collections, all segments combined showed an increase in overall winter sales tax revenue (+9.0%) following the previous winter season's sales tax revenue, which had increased slightly (+1.0%). Specifically, lodging tax collections saw a large increase (+10.2%) overall with the Vail Village, Lionshead, and Cascade/Sandstone/East & West Vail neighborhoods showing increases of +1.9%, 7.0%, and +52.8%, respectively. Food and beverage (+8.4%) and Retail (+8.0%) each experienced an increase year over year. A study conducted by DestiMetrics shows that the average of taxable sales at comparable ski towns was up season-over-season in lodging sales (+5.0%) and total taxable sales (+7.7%).

Other Tax Collections by the Town of Vail include construction use tax, property tax and real estate transfer tax and are reported on a calendar-year basis. As a result, these taxes do not correlate with the seasonal indicators above. Construction use tax showed a substantial increase in



2018 from 2017 (+111.9%). Real estate transfer tax collections increased in 2018 from 2017 (+21.2%). In 2018, property taxes increased (+7.6%) from 2017.

Town Reserves as measured by General Fund Balances remain very healthy at \$33.9 million, an increase (+15.6%) over the previous year.

Business Growth



Business Growth is based on broader county and national indicators, many of which are tracked on an annual basis, which lag significantly, and have just been updated for the 2018 calendar year. While not as telling of the current market conditions, the Business Growth indicators show a healthy economy as evidenced by unemployment in Eagle County, which experienced a slight increase to 2.6% with 34,240 people employed but still significantly outperforms the 2018 Colorado unemployment rate of 3.3%. This is the first increase in the unemployment rate since 2009.

Macro Economics



The broader economic conditions have a significant impact on determining consumers' discretionary spending and leisure habits, which in turn can significantly impact Vail's economic performance. As of April 30, 2019, the US domestic economy is continuing to show strength, though potential downward pressure from trade disputes, Mideast instability, a projected deficit over \$1 trillion, and the economic impact of decaying infrastructure remain issues of concern. But despite these challenges, markets have continued to move forward, though the pace of forward progress is slowing. Over the course of the past six months (November 2018 to April 2019) both financial and consumer markets have remained strong but wavered between near-record performance and long-term averages. The impact of economic strength on the mountain travel industry for the winter 2018/19 season in general is less apparent than in recent years as room rate gains slowed to their softest since 2008/09 despite the excellent snow conditions and an increased occupancy rate. Unlike the broader mountain travel industry, which gained slightly on room rate for the winter, Vail-specific room rate declined significantly for winter 2018/19, though like the industry, occupancy gained. The paradox of room rate declines during a season of strong economic and snow conditions points to more localized issues related to rate pushback by Vail consumers; market forces of supply and demand, which should drive up rate when occupancy is gaining strongly, failed to materialize, suggesting that a rate ceiling has been reached after years of strong annual gain. More broadly, among the positive economic variables was the ongoing strength of consumer confidence, down from its highs earlier in the season, but still strong. Job creation remains a positive, and the low unemployment rate is supporting the high consumer confidence data. Additionally, the mid-term stability of gasoline and other transportation fuel prices are keeping drivers on the road and consumer goods prices down, while providing affordability in air and railway travel. Negative economic factors include the high US dollar versus foreign currencies, trade conflicts with major partners, increasing tensions in the Middle East, and concerns around governance as federal election rhetoric heats up well ahead of schedule.

Vail Economic Indicators: Real Estate (2004-2018)																												
Indicator	Source	Description	Report Date ('05-'06)	Data ('05-'06)	Report Date ('06-'07)	Data ('06-'07)	Report Date ('07-'08)	Data ('07-'08)	Report Date ('08-'09)	Data ('08-'09)	Report Date ('09-'10)	Data ('09-'10)	Report Date ('10-'11)	Data ('10-'11)	Report Date ('11-'12)	Data ('11-'12)	Report Date ('12-'13)	Data ('12-'13)	Report Date ('13-'14)	Data ('13-'14)	Report Date ('14-'15)	Data ('14-'15)	Report Date ('15-'16)	Data ('15-'16)	Report Date ('16-'17)	Data ('16-'17)	Report Date ('17-'18)	Data ('17-'18)
Real Estate Sales	Eagle County Assessor's Office	Total number of Real Estate Transactions within Vail. Includes Commercial and residential.	Winter (November '05 - April '06)	174	Winter (November '06 - April '07)	175	Winter (November '07 - April '08)	177	Winter (November '08 - April '09)	97	Winter (November '09 - April '10)	121	Winter (November '10 - April '11)	148	Winter (November '11 - April '12)	151	Winter (November '12 - April '13)	182	Winter (November '13 - April '14)	154	Winter (November '14 - April '15)	174	Winter (November '15 - April '16)	181	Winter (November '16 - April '17)	173	Winter (November '17 - April '18)	183
			Summer (May '06 - October '06)	217	Summer (May '07 - October '07)	158	Summer (May '08 - October '08)	149	Summer (May '09 - October '09)	115	Summer (May '10 - October '10)	195	Summer (May '11 - October '11)	126	Summer (May '12 - October '12)	186	Summer (May '13 - October '13)	199	Summer (May '14 - October '14)	197	Summer (May '15 - October '15)	203	Summer (May '16 - October '16)	195	Summer (May '17 - October '17)	176	Summer (May '18 - October '18)	198
Sale Price	Eagle County Assessor's Office	Average sale price of Real Estate transactions within Vail. Residential only.	Winter (November '05 - April '06)	\$1,168,249	Winter (November '06 - April '07)	\$2,169,933	Winter (November '07 - April '08)	\$2,258,364	Winter (November '08 - April '09)	\$2,854,325	Winter (November '09 - April '10)	\$1,641,593	Winter (November '10 - April '11)	\$1,780,462	Winter (November '11 - April '12)	\$1,709,393	Winter (November '12 - April '13)	\$1,423,375	Winter (November '13 - April '14)	\$2,224,531	Winter (November '14 - April '15)	\$1,733,518	Winter (November '15 - April '16)	\$2,013,011	Winter (November '16 - April '17)	\$2,052,406	Winter (November '17 - April '18)	\$2,218,995.15
			Summer (May '06 - October '06)	\$1,391,526	Summer (May '07 - October '07)	\$1,370,692	Summer (May '08 - October '08)	\$2,508,787	Summer (May '09 - October '09)	\$1,112,728.70	Summer (May '10 - October '10)	\$2,111,644.10	Summer (May '11 - October '11)	\$1,443,006	Summer (May '12 - October '12)	\$1,382,832	Summer (May '13 - October '13)	\$1,234,990	Summer (May '14 - October '14)	\$1,584,734	Summer (May '15 - October '15)	\$1,788,654	Summer (May '16 - October '16)	\$1,485,706	Summer (May '17 - October '17)	\$1,869,017	Summer (May '18 - October '18)	\$1,946,391
Price Per Square Foot	Eagle County Assessor's Office	Average price of Real Estate per square foot within Vail. Residential only.	Winter (November '05 - April '06)	\$727	Winter (November '06 - April '07)	\$902	Winter (November '07 - April '08)	\$768	Winter (November '08 - April '09)	\$1,103	Winter (November '09 - April '10)	\$791	Winter (November '10 - April '11)	\$809	Winter (November '11 - April '12)	\$820	Winter (November '12 - April '13)	\$734	Winter (November '13 - April '14)	\$828	Winter (November '14 - April '15)	\$824	Winter (November '15 - April '16)	\$777	Winter (November '16 - April '17)	\$873	Winter (November '17 - April '18)	\$1,044.35
			Summer (May '06 - October '06)	\$831	Summer (May '07 - October '07)	\$726	Summer (May '08 - October '08)	\$1,344	Summer (May '09 - October '09)	\$568	Summer (May '10 - October '10)	\$1,060	Summer (May '11 - October '11)	\$724	Summer (May '12 - October '12)	\$652	Summer (May '13 - October '13)	\$682	Summer (May '14 - October '14)	\$778	Summer (May '15 - October '15)	\$803	Summer (May '16 - October '16)	\$720	Summer (May '17 - October '17)	\$868	Summer (May '18 - October '18)	\$865
Gross Sales	Eagle County Assessor's Office	Total Gross Sales Amount (USD) within Vail. Commercial and residential.	Winter (November '05 - April '06)	\$203,275,300	Winter (November '06 - April '07)	\$379,738,200	Winter (November '07 - April '08)	\$399,730,500	Winter (November '08 - April '09)	\$276,869,500	Winter (November '09 - April '10)	\$198,632,700	Winter (November '10 - April '11)	\$258,807,117	Winter (November '11 - April '12)	\$252,990,200	Winter (November '12 - April '13)	\$259,054,380	Winter (November '13 - April '14)	\$331,847,416	Winter (November '14 - April '15)	\$305,044,019	Winter (November '15 - April '16)	\$351,322,620	Winter (November '16 - April '17)	\$483,065,874	Winter (November '17 - April '18)	\$333,996,328
			Summer (May '06 - October '06)	\$301,961,100	Summer (May '07 - October '07)	\$216,569,400	Summer (May '08 - October '08)	\$373,809,300	Summer (May '09 - October '09)	\$127,963,800	Summer (May '10 - October '10)	\$411,770,600	Summer (May '11 - October '11)	\$174,867,073	Summer (May '12 - October '12)	\$261,284,200	Summer (May '13 - October '13)	\$235,995,092	Summer (May '14 - October '14)	\$306,239,595	Summer (May '15 - October '15)	\$363,096,860	Summer (May '16 - October '16)	\$282,139,670	Summer (May '17 - October '17)	\$315,528,027	Summer (May '18 - October '18)	\$386,578,216
Residential Properties Sold	Eagle County Assessor's Office	Number of residential properties sold within Vail	Winter (November '05 - April '06)	165	Winter (November '06 - April '07)	163	Winter (November '07 - April '08)	143	Winter (November '08 - April '09)	82	Winter (November '09 - April '10)	113	Winter (November '10 - April '11)	148	Winter (November '11 - April '12)	143	Winter (November '12 - April '13)	171	Winter (November '13 - April '14)	148	Winter (November '14 - April '15)	168	Winter (November '15 - April '16)	176	Winter (November '16 - April '17)	164	Winter (November '17 - April '18)	174
			Summer (May '06 - October '06)	200	Summer (May '07 - October '07)	144	Summer (May '08 - October '08)	156	Summer (May '09 - October '09)	98	Summer (May '10 - October '10)	194	Summer (May '11 - October '11)	120	Summer (May '12 - October '12)	182	Summer (May '13 - October '13)	194	Summer (May '14 - October '14)	189	Summer (May '15 - October '15)	196	Summer (May '16 - October '16)	191	Summer (May '17 - October '17)	170	Summer (May '18 - October '18)	190
Commercial Properties Sold	Eagle County Assessor's Office	Number of commercial properties sold within Vail	Winter (November '05 - April '06)	5	Winter (November '06 - April '07)	10	Winter (November '07 - April '08)	11	Winter (November '08 - April '09)	15	Winter (November '09 - April '10)	8	Winter (November '10 - April '11)	5	Winter (November '11 - April '12)	8	Winter (November '12 - April '13)	11	Winter (November '13 - April '14)	6	Winter (November '14 - April '15)	6	Winter (November '15 - April '16)	5	Winter (November '16 - April '17)	9	Winter (November '17 - April '18)	9
			Summer (May '06 - October '06)	2	Summer (May '07 - October '07)	7	Summer (May '08 - October '08)	6	Summer (May '09 - October '09)	17	Summer (May '10 - October '10)	1	Summer (May '11 - October '11)	6	Summer (May '12 - October '12)	4	Summer (May '13 - October '13)	5	Summer (May '14 - October '14)	8	Summer (May '15 - October '15)	7	Summer (May '16 - October '16)	4	Summer (May '17 - October '17)	6	Summer (May '18 - October '18)	8
Dwelling Units Constructed	Community Development Department	Number of additional dwelling units constructed within Vail	Annual (January '06 - December '06)	9	Annual (January '07 - December '07)	24	Annual (January '08 - December '08)	75	Annual (January '09 - December '09)	59	Annual (January '10 - December '10)	89	Annual (January '11 - December '11)	0	Annual (January '12 - December '12)	0	Annual (January '13 - December '13)	4	Annual (January '14 - December '14)	8	Annual (January '15 - December '15)	9	Annual (January '16 - December '16)	26	Annual (January '17 - December '17)	17	Annual (January '18 - December '18)	10
Hotel/Accommodation Units Constructed	Community Development Department	Number of additional hotel units constructed within Vail	Annual (January '07 - December '07)	11	Annual (January '08 - December '08)	77	Annual (January '09 - December '09)	90	Annual (January '10 - December '10)	2	Annual (January '11 - December '11)	3	Annual (January '12 - December '12)	0	Annual (January '13 - December '13)	0	Annual (January '14 - December '14)	0	Annual (January '15 - December '15)	0	Annual (January '16 - December '16)	0	Annual (January '17 - December '17)	0	Annual (January '18 - December '18)	20	Annual (January '19 - December '19)	0
Fractional Fee Units Constructed	Community Development Department	Number of additional fractional fee units constructed within Vail	Annual (January '06 - December '06)	0	Annual (January '07 - December '07)	0	Annual (January '08 - December '08)	0	Annual (January '09 - December '09)	0	Annual (January '10 - December '10)	64	Annual (January '11 - December '11)	0	Annual (January '12 - December '12)	0	Annual (January '13 - December '13)	0	Annual (January '14 - December '14)	0	Annual (January '15 - December '15)	0	Annual (January '16 - December '16)	0.0%	Annual (January '17 - December '17)	0	Annual (January '18 - December '18)	0
Net New Commercial Square Footage	Community Development Department	Net New Commercial Square Footage Constructed within Vail	Annual (January '06 - December '06)	9,250sf	Annual (January '07 - December '07)	36,207sf	Annual (January '08 - December '08)	24,568sf	Annual (January '09 - December '09)	1,552sf	Annual (January '10 - December '10)	29,006sf	Annual (January '11 - December '11)	0	Annual (January '12 - December '12)	0	Annual (January '13 - December '13)	0	Annual (January '14 - December '14)	6,066	Annual (January '15 - December '15)	1314	Annual (January '16 - December '16)	0	Annual (January '17 - December '17)	3081	Annual (January '18 - December '18)	0

Vail Economic Indicators: Business Growth (2004-2018)																												
Indicator	Source	Description	Report Date ('05-'06)	Data ('05-'06)	Report Date ('06-'07)	Data ('06-'07)	Report Date ('07-'08)	Data ('07-'08)	Report Date ('08-'09)	Data ('08-'09)	Report Date ('09-'10)	Data ('09-'10)	Report Date ('10-'11)	Data ('10-'11)	Report Date ('11-'12)	Data ('11-'12)	Report Date ('12-'13)	Data ('12-'13)	Report Date ('13-'14)	Data ('13-'14)	Report Date ('14-'15)	Data ('14-'15)	Report Date ('15-'16)	Data ('15-'16)	Report Date ('16-'17)	Data ('16-'17)	Report Date ('17-'18)	Data ('17-'18)
Banking Deposits in Eagle County	FDIC	Total amount of banking deposits (USD)	Annual (July '05 - June '06)	\$1,373,139,000	Annual (July '06 - June '07)	\$1,491,847,000	Annual (July '07 - June '08)	\$1,459,685,000	Annual (July '08 - June '09)	\$1,449,899,000	Annual (July '09 - June '10)	\$1,409,032,000	Annual (July '10 - June '11)	\$1,370,288,000	Annual (July '11 - June '12)	\$1,385,085,000	Annual (July '12 - June '13)	\$1,422,107,000	Annual (July '13 - June '14)	\$1,556,419,000	Annual (July '14 - June '15)	\$1,700,886,000	Annual (July '15 - June '16)	\$1,896,655,000	Annual (July '16 - June '17)	\$1,997,281,000	Annual (July '17 - June '18)	\$2,059,338,000
Unemployment Rate	Colorado Department of Labor - Local Area Unemployment Statistics	Unemployment rate in Eagle County	Annual (January '06 - December '06)	3.4%	Annual (January '07 - December '07)	2.9%	Annual (January '08 - December '08)	3.6%	Annual (January '09 - December '09)	7.4%	Annual (January '10 - December '10)	9.5%	Annual (January '11 - December '11)	8.5%	Annual (January '12 - December '12)	7.80%	Annual (January '13 - December '13)	6.80%	Annual (January '14 - December '14)	4.20%	Annual (January '15 - December '15)	3.10%	Annual (January '16 - December '16)	2.80%	Annual (January '17 - December '17)	2.38%	Annual (January '18 - December '18)	2.59%
Employment	Colorado Department of Labor - Local Area Unemployment Statistics	Estimated number of people employed in Eagle County	Annual (January '06 - December '06)	29,127	Annual (January '07 - December '07)	30,300	Annual (January '08 - December '08)	30,477	Annual (January '09 - December '09)	27,961	Annual (January '10 - December '10)	26,582	Annual (January '11 - December '11)	26,884	Annual (January '12 - December '12)	27,388	Annual (January '13 - December '13)	28,445	Annual (January '14 - December '14)	31,357	Annual (January '15 - December '15)	31,883	Annual (January '16 - December '16)	32,716	Annual (January '17 - December '17)	36,001	Annual (January '18 - December '18)	34,240
Population Estimates	Colorado State Government, Department of Local Affairs	Number of estimated full-time residents in Vail	Annual (as of July '06)	4,812	Annual (as of July '07)	4,871	Annual (June '07 - July '08)	4,960	Annual (June '08 - July '09)	5,027	Annual (June '09 - July '10)	5,278	Annual (June '10 - July '11)	5,242	Annual (June '11 - July '12)	5,252	Annual (July '12 - June '13)	5,289	Annual (July '13 - June '14)	5,320	Annual (July '14 - June '15)	5,450	Annual (July '15 - June '16)	5,485	Annual (July '16 - June '17)	5,495	Annual (July '17 - June '18)	Not available
Vail Economic Indicators: Macroeconomic (2004-2018)																												
Indicator	Source	Description	Report Date ('05-'06)	Data ('05-'06)	Report Date ('06-'07)	Data ('06-'07)	Report Date ('07-'08)	Data ('07-'08)	Report Date ('08-'09)	Data ('08-'09)	Report Date ('09-'10)	Data ('09-'10)	Report Date ('10-'11)	Data ('10-'11)	Report Date ('11-'12)	Data ('11-'12)	Report Date ('12-'13)	Data ('12-'13)	Report Date ('13-'14)	Data ('13-'14)	Report Date ('14-'15)	Data ('14-'15)	Report Date ('15-'16)	Data ('15-'16)	Report Date ('16-'17)	Data ('16-'17)	Report Date ('17-'18)	Data ('17-'18)
Consumer Confidence Index	US Conference Board	Consumer Confidence Index	Winter (November '05 - April '06)	104.6	Winter (November '06 - April '07)	107.8	Winter (November '07 - April '08)	77.8	Winter (November '08 - April '09)	35.3	Winter (November '09 - April '10)	52.9	Winter (November '10 - April '11)	62.3	Winter (November '11 - April '12)	65.2	Winter (November '12 - April '13)	65.8	Winter (November '13 - April '14)	78.8	Winter (November '14 - April '15)	97.1	Winter (November '15 - April '16)	95.2	Winter (November '16 - April '17)	115.8	Winter (November '17 - April '18)	126.3
			Summer (May '06 - October '06)	104.7	Summer (May '07 - October '07)	104.4	Summer (May '08 - October '08)	52.6	Summer (May '09 - October '09)	51.2	Summer (May '10 - October '10)	53.3	Summer (May '11 - October '11)	51.8	Summer (May '12 - October '12)	65.9	Summer (May '13 - October '13)	78.6	Summer (May '14 - October '14)	82.9	Summer (May '15 - October '15)	98.1	Summer (May '16 - October '16)	98.4	Summer (May '17 - October '17)	120.4	Summer (May '18 - October '18)	131.9
US Dollar vs. Euro	US Federal Reserves	US Dollar vs. Euro	Winter (November '05 - April '06)	\$1.20	Winter (November '06 - April '07)	\$1.32	Winter (November '07 - April '08)	\$1.50	Winter (November '08 - April '09)	\$1.31	Winter (November '09 - April '10)	\$1.41	Winter (November '10 - April '11)	\$1.37	Winter (November '11 - April '12)	\$1.32	Winter (November '12 - April '13)	\$1.31	Winter (November '13 - April '14)	\$1.37	Winter (November '14 - April '15)	\$0.87	Winter (November '15 - April '16)	\$0.91	Winter (November '16 - April '17)	\$0.94	Winter (November '17 - April '18)	\$0.84
			Summer (May '06 - October '06)	\$1.27	Summer (May '07 - October '07)	\$1.37	Summer (May '08 - October '08)	\$1.49	Summer (May '09 - October '09)	\$1.42	Summer (May '10 - October '10)	\$1.29	Summer (May '11 - October '11)	\$1.41	Summer (May '12 - October '12)	\$1.26	Summer (May '13 - October '13)	\$1.33	Summer (May '14 - October '14)	\$1.31	Summer (May '15 - October '15)	\$0.90	Summer (May '16 - October '16)	\$0.89	Summer (May '17 - October '17)	\$0.87	Summer (May '18 - October '18)	\$0.86